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'STRATEGY OF DECEPTION'

Club Selects USIA Book

The publication of an anti-Communist book named an alternate selection by the Book-of-the-Month-Club was subsidized secretly by the United States Information Agency.

So tightly guarded has been the USIA's \$14,952 investment, that the book's editor, Mrs. Jeane J. Kirkpatrick, a faculty member at Trinity College and a consultant for various Government agencies, did not even know about it.

When contacted at her home at 6812 Granby street, Bethesda, Mrs. Kirkpatrick said she edited the book, "The Strategy of Deception: A Study in World-Wide Communist Tactics," by contract with the New York publishers, Farrar, Straus and Co.

Mrs. Kirkpatrick, a well-known authority on the Communist movement, said she did not know of a connection any Government agency had with the book.

Roger W. Straus, jr., president of the company, said yesterday that Mr. Finin actually did not receive any of the USIA money.

He explained that all the money went to the magazine, The New Leader, which originally developed the idea of the book, and received USIA aid in the process. The magazine said it received \$12,000 of the \$14,952.

It also was learned today that Robert B. Luce, Inc., a Washington publisher, is scheduled to bring out six books for the USIA this year under the general heading "America Today." The company is receiving \$25,510 for this.

The books will be primarily for USIA's foreign distribution, but will be offered for sale in the United States as well. The USIA will not be mentioned as having subsidized them.

By law, the USIA is barred from distributing material in the United States. This rule has been liberally interpreted, however, to permit the USIA to show some of its motion pictures to American non-profit groups.

A controversy took place last year when the USIA—with congressional sanction—authorized showings of a film showing Mrs. Jacqueline Kennedy's trip to India.

In testimony released Wednesday by a House Appropriations subcommittee, the USIA disclosed it had invested \$90,000 last year in books "written to our own specifications, books that would not otherwise be put out, especially those books that have strong anti-Communist content."

The transcript also shows grants of \$265,000 and \$52,381 to a firm listed as the Non-Profit Publishing Corp.

The grants are for book publication and distribution. The book industry's trade directory shows no listing for such a firm.

"Under the book development program," said Reed Harris, director of USIA's Information Center Service, "we control the thing from the very idea down to the final edited manuscript."

Under questioning by Representative Rooney, Democrat of New York, chairman of the subcommittee, Mr. Harris said he did not want to put the names of the books on the record "because our interests in certain of these books should not become a matter of general public information."

Carl T. Rowan, new director of the USIA, said Wednesday that he did not know which books were subsidized. He was asked about this practice following a National Press Club speech.

The Star learned that "Strategy of Deception" was the book Mr. Harris referred to as getting the largest subsidy.

A collection of essays by scholars and political leaders from seven nations, it describes how Communist parties plot to take over different societies.

It sells for \$6 a copy, and will be offered in June as an alternate Book-of-the-Month Club selection.

Harry Scherman, chairman of the board of the club, said yesterday that the book will be a "pro bono publico" selection.

This means, he said, that for every book purchased by a club member, a free copy will be donated to a school or library.

Mr. Scherman said he was familiar with the USIA's interest in the book, but did not know of the \$14,952 investment.

Mr. Harris, in his testimony, described the book USIA subsidized as one which "covers the whole Communist strategy of deception . . . we find the facts and the approach developed are an extraordinarily clear-cut and simplified statement of the way the Communists take over various activities throughout the world."

For its investment, the USIA received 2,000 copies of the book, Mr. Harris told the subcommittee. In addition, the USIA intended to have it widely translated and either sold or given away overseas.

Shared Royalties

Mr. Straus said that his company was sharing its royalties with the New Leader magazine. Mrs. Kirkpatrick and the magazine, he said, are splitting the author's share of the royalties.

There is no mention of the New Leader's affiliation in the book. There is a dedication, however, to the late S. M. Levitas, who was executive editor of the New Leader for more than 30 years, and was the original editor of "Strategy of Deception" until he became ill and turned over the work to Mrs. Kirkpatrick.

Myron Kolatch, the current executive editor of the magazine, said in a telephone interview that his organization only received \$12,000 of the \$14,952 from the USIA, and lost a lot of money in the process of editing the book. "This was a bone of contention with the USIA," he said.

He said that Mr. Levitas conceived the idea of the book in 1960, but died soon afterwards. Because of the time lag, he said that it was necessary to commission new articles for the book.

Financed Others

Mr. Harris indicated in the hearings that the anti-Communist book—presumably "Strategy of Deception"—received the largest subsidy, but he said the USIA also helped finance other books.

There is no record in the transcript of USIA's paying anything to New Leader (it is probable the grant was made in an earlier year).

There are grants to other publishers, including the one of \$25,510 to the Luce company, for book publishing services, and one of \$5,000 to the Washington-based African-American Institute for publication of the newsletter, "Africa Report."